How we used Text Analytics and Mystery Shopping to craft 5-star Google Reviews

Sector/Location

The client, a prominent Greek supermarket chain, operates nationwide, catering to a diverse customer base, including both locals and tourists. They recognized the significance of optimizing customer experience to maintain competitiveness and drive growth in the touristic locations. The project spanned three years, primarily during the summer season, analyzing 37,418 Google reviews comments across 22 stores.

What were the project specifics?

The initial average Google score stood at 3.48; queues and till management identified as key drivers of negative feedback. The main project objectives in this case were:

To enhance customer experience at touristic locations.

To improve Google review ratings and online reputation.

To boost foot traffic and sales associated with Google profiles.

Why use mystery shopping?

Mystery shopping is the only methodology that allows companies to link the behaviour of staff members to hard ticket sales data. Mystery shopping is the best tool to measure the effect of client training and motivation programs on KPI's such as NPS, Conversion, ATV (average ticket value), and/or IPT (items per ticket).

In this example Mystery shopping was used with other techniques to deliver the objectives.

Why use an MSPA Member Company?

MSPA member companies benefit from a worldwide network of similar companies and amongst each other they connect, learn & share best practices in measuring quality of service – and this benefits businesses that are service centric.

MSPA members are continuously updated with the most recent trends, techniques, and technology.

What were the project inputs?

Approach by AIP:

1. **Text Analytics on Google Reviews:**
   o Utilized advanced text analytics tools to process and analyze Google reviews comments.
   o Identified recurring themes and pain points, with queues and register management emerging as critical areas for improvement.
2. **Targeted Mystery Shopping:**
   o Implemented mystery shopping programs focusing on measuring queuing time and register management.
   o Evaluated how quickly cashiers responded to long queues by opening additional registers and directing customers to available checkouts.

Implementation by the Client:

1. **Addressing Queue Management:**
   - Introduced measures to streamline queuing processes, including optimizing staffing levels during peak hours.
   - Implemented training programs to empower staff to proactively manage queues and promptly open additional registers as needed.
2. **Enhancing Register Management:**
   - Improved communication and coordination among staff to ensure efficient register utilization.
   - Provided incentives for staff to maintain optimal checkout speed and customer service levels.

What were the commercial benefits?

1. **Improved Google Review Ratings:**
   - After three years, the average Google review score increased significantly to 4.11.
   - No topic fell below a score of 3.8, with queues and registers scoring 3.85 and 3.88, respectively.
2. **Increased Foot Traffic and Sales:**
   - Positive reviews and improved customer experience led to increased foot traffic, particularly among tourists.
   - People who asked for directions to the respective stores through Google profiles in the months between May to October increased by 385%
   - Enhanced online reputation resulted in more tourists choosing the stores based on positive reviews, driving sales growth.

Conclusion

Through the strategic combination of text analytics on Google reviews comments and targeted mystery shopping initiatives, the supermarket chain successfully enhanced customer experience, improved online reputation, and drove sales growth at their touristic locations. By addressing key pain points identified through data-driven insights, the client positioned themselves as a preferred destination for both locals and tourists, reinforcing their commitment to customer satisfaction and continuous improvement.
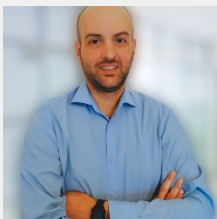
This article was submitted by Thanasis Papapostolou, Founder at AIP Consulting. AIP has been a member of MSPA Europe/Africa since 2019. Recognized as an Elite Member since 2022. As a current MSPA member, they are a provider of good standing within the mystery shopping industry.